



COUNTY OF LOS ANGELES  
**Public Health**

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November 20, 2006

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H. *J. Fielding*  
Director and Health Officer

SUBJECT: **SYPHILIS AND OTHER STD CONTROL EFFORTS**

On June 13, 2006, your Board approved a motion by Supervisors Yaroslavsky and Molina to develop and implement a comprehensive strategy directed at prevention and intervention of syphilis and other sexually transmitted diseases (STDs), and encouraging safer sex practices among all sectors of the population, particularly communities of color. The Board further instructed the Director to report to the Board in 30 days on this comprehensive strategy and media campaign, including an estimated budget and timeline, that takes into account the increase in reported cases among women and the Latino and African American communities and provides a specific focus on culturally, linguistically, and gender appropriate materials. This comprehensive strategy was to include two key components of an effective STD control strategy: (1) a social marketing plan; and (2) expanded and enhanced case finding and treatment.

In late June, I provide your deputies with a draft report for consideration in the budget deliberations. During July and August we refined the plan in consultation with the Board offices. On September 20, 2006, I provided your offices with the final report with a comprehensive strategy, media campaign, budget and timeline. On September 26, 2006, as part of the supplemental budget, the Board approved funding of \$700,000 provided by Supervisor Yaroslavsky's funds for this fiscal year. Combined with the \$500,000 in one-time savings identified by the department, we have enough funding to begin implementation of the project.

The status of each of the key components of the program is described below.

**1. Social Marketing Plan**

Background and Accomplishments to Date

- On 9/8/06 the STD Program in the Department of Public Health initiated a selection process for a single vendor to coordinate social marketing campaigns for men who have sex with men (MSM), and Latinas and African-American women, principally those aged 25 and younger. The use of a single vendor contract for this purpose will maximize coordination and efficiency in developing and implementing multiple social marketing approaches for these target groups. Two Community Advisory Boards (CABs) have been created as a part of the social marketing plan

with broad participation from a variety of agencies (Attachment I). The vendor will solicit and integrate community input from the CABs, as well as through other formal approaches (e.g., key informant interviews). As needed the vendor will subcontract with other vendors or community agencies for specific campaign tasks, such as campaign-linked outreach.

- Between 9/19/06 and 9/25/06, after researching 14 prospective social marketing vendors, the STD Program interviewed five firms. Our criteria for selection included: (1) capacity to perform all major tasks related to the social marketing campaigns; (2) a demonstrated strong analytical capabilities, to ensure the campaigns are grounded in theory and research, and rigorously evaluated; (3) demonstrated experience in marketing to all of our target populations, including men who have sex with men and women of color; and (4) demonstrated substantial experience in social marketing, and in addressing health-related topics, including STDs. Based on these interviews and additional review of previous campaign materials, Fraser Communications, a local firm based in Santa Monica, was selected as the single vendor to coordinate the social marketing campaigns for all target populations. To the extent that subcontracting firms or community agencies might be required for specific tasks (a question asked of all interviewed firms) Fraser indicated a willingness to subcontract without additional fees. With 22 staff, Fraser was also larger than the other firms interviewed, and their current management of the statewide Flex Your Power campaign indicated an ability to manage large, complex projects. As vendor, Fraser will have responsibility for overall campaign management, and for all campaign tasks, including formative research, strategic planning, creative development, media purchasing for both traditional and non-traditional, public relations, and evaluation. Generally, Fraser will perform these tasks directly; however, tasks will be subcontracted as needed, or in cases where other firms or agencies provide special capabilities, for example with campaign-linked outreach to affected communities.
- On 10/31/06 the STD Program met with Fraser Communications to initiate campaign planning and the development of materials required for a sole source contract. The Department will file a sole source contract for Board approval in December of 2006. To derive maximum benefit from the sole source arrangement, we sought a primary vendor with experience in all prospective target populations, that was capable of providing a wide range of media, public relations, and project management services directly, capable of subcontracting for additional services as needed, and able to coordinate the entire social marketing plan. County Counsel has reviewed the vendor selection process and determined that the process was fair.
- On 11/13/06, the first meeting of Women of Color Community Advisory Board (CAB) was held, attended by representatives of 23 community and public agencies serving Latina and African American women throughout LA County. An agency invitation and CAB attendance list is included in Attachment 1. Work groups were formed for social marketing materials and concepts review, social marketing-related outreach and recruitment, and capacity building and fundraising. An additional workgroup was also formed on HPV immunization, a related, concurrent project targeting the same populations. These work groups will convene on a regular basis starting in December 2006. Participants will aid in all phases of the social marketing plan, including formative research, campaign strategies, materials development, implementation and campaign-linked outreach, and monitoring and evaluation.
- The STD Program, in conjunction with AIDS Healthcare Foundation (AHF), has continued to distribute remaining Stop the Sores syphilis prevention campaign materials, as well as materials for inSPOTLA, a County-funded website designed to facilitate partner notification by persons with HIV or another STD. These materials were produced through the Stop the Sores contract with AHF which expired in June of 2005. Throughout 2006, approximately 41,200 inSPOTLA

postcards, 131 posters, and 1,838 mouse pads have been distributed to 51 venues and agencies, and an additional 300 healthcare providers and 200 HIV case managers and drug counselors received inSPOTLA materials and information.

- The DPH Office of AIDS Programs and Policy (OAPP) collaborates with the STD Program and community based organizations to provide integrated HIV/STD counseling and testing, including: (1) OAPP funding of three multiple morbidity programs that provide HIV and STD testing; and (2) integration of STD testing with the mobile HIV testing programs of four OAPP HIV Counseling and Testing contractors. OAPP identified several social marketing firms for STDP to review for a new social marketing vendor, and a member of STDP sits on the HIV Prevention Planning Committee.

### **Next Steps**

- On 12/5/06, the first meeting of the Men Who Have Sex with Men CAB will be convened. Representatives from 24 agencies have been invited to date. Work groups will be formed, similar to those in the Women of Color CAB.
- During December 2006, the STD Program will file a sole source contract with Fraser Communications for Board approval.
- The STD Program is currently working with Fraser Communications to plan focus groups for all target populations, and other formative research activities, including review of other campaigns, and key informant interviews. These activities will be initiated immediately following Board approval of the sole source contract.
- During the time that the focus groups and other formative research is being conducted by Fraser Communications to develop new social marketing plans, the STD Program will continue to distribute materials from both Stop the Sores and inSPOTLA, as an interim means to promote syphilis testing and STD/HIV partner notification.

## **2. Case Finding and Treatment**

### Background and Accomplishments to Date

- On 11/13/06, duty statements and organizational charts were sent to DPH Human Resources (HR) for 12 positions to be deployed to the highest morbidity areas in LA County through the following activities: (1) implementation of an STD Primary Action Team (SPAT) which is a mobile, field-based unit designed to respond to emerging syphilis and other STDs among priority populations in all SPAs throughout LA County; (2) expansion of screening in the jails serving men and women; and (3) develop and conduct internet-based interventions.
- The STD Program has initiated recruitment to fill the 12 positions via review of DPH HR hiring lists, and plans to conduct interviews by mid-December, and expects to complete hiring by 1/31/07.
- The STD Program is currently working with Manhunt.net to conduct internet-based outreach activities and promoting inSPOTLA to healthcare providers, HIV case managers and community agencies throughout Los Angeles County. The STD Program's capacity to develop evidence-based internet intervention programs will be greatly increased once the internet interventionist is

hired. A potential candidate has been identified, and plans are to have hiring completed by 1/31/07.

- The STD Program is currently screening women admitted to the women's jail facility during one shift per day. The female jail population is housed at Century Regional Detention Facility (CRDF). Upon the hiring of the Community Services Counselor for the women's jail, the STD Program proposes to expand screening to an additional eight hour shift to identify more cases, provide HIV screening, and augment post-discharge case finding and partner treatment services. This position is expected to be hired by 12/15/06.

#### **Next Steps**

- A Letter of Intent to community agencies is currently being developed to implement a new community-based public health investigation model utilizing community workers recruited from the affected communities. The STD Program plans to contract with community based agencies that provide STD clinical services to expand their case finding and treatment services. The community workers will be employed by the community agency and will be trained by STD Program staff to provide case management, partner treatment and partner elicitation. The letter of intent is expected to be issued by 12/31/06.
- The STD Program also proposes to expand STD screening to male inmates in the general population at Men's Central Jail (MCJ) based upon risk. Appropriate screening criteria for the male general population will be determined by a prevalence study. This activity will occur with the hiring of one Community Services Counselor, with an expected date to begin the hiring process by 1/31/07.

Attached is the first status report on actions taken to implement this project (Attachment II).

I will provide you with another update by December 15, 2006. In the meantime, if you have any questions or need additional information, please let me know.

JEF: js  
PH:606:015

#### **Attachments**

c: Chief Administrative Officer  
County Counsel  
Executive Officer, Board of Supervisors  
Director of Health Services

## Attachment I: Women of Color Community Advisory Group

Organization	Materials & Concepts Review	Outreach & Recruitment	HPV Immunization	Capacity Building & Fundraising	Attended 11/13/2006 CAB Meeting
AHF		X			X
AltaMed	X	X			X
Amassi	X	X	X		X
Avalon Gardens					
BEHS - Bienestar Human Services					
Bienvenidos Community Health Center		X			X
Black Women for Wellness		X			X
Brotherhood Crusade					
California Family Health Council		X		X	X
CDC					
Children's Hospital	X		X		X
Children's Planning Council, SPA 6 Council					
CMOR					
Compton School Dist					
Downtown Women's Center					
Drew University of Medicine & Science		X		X	X
East Valley Community Health Center					
El Nido Family Center					
Esperanza Community Housing Corporation			X		X
Immunize LA Kids/South Los Angeles Health Projects					
Imperial Courts					
Jordan High School					
Jordan Downs					
Jovenes, Inc.					
Kaiser Permanente - South Bay	X	X			X
Kaiser Permanente Watts Counseling & Learning Center					
LA Commission on Assaults Against Women					
LAC DPH PHNs					
LAC HEA	X		X		X
LAC Immunization Program					
LAC Maternal, Child, and Adolescent Program					
Latin Business Association					
Los Angeles Unified School District, HIV Prevention Unit					X
Lynwood Unified Schools					
Magic Johnson Foundation					

## Attachment I: Women of Color Community Advisory Group

Organization	Materials & Concepts Review	Outreach & Recruitment	HPV Immunization	Capacity Building & Fundraising	Attended 11/13/2006 CAB Meeting
Minority AIDS Project					
MotherNet LA/Compton Family Health Collaborative					
NAACP					
NAWBO (LA Chapter)					
Nickerson Gardens					
Office of Women's Health		X			X
One Woman Can	X	X			X
One Woman Can (referral - Community member)	X		X	X	X
Oscar Romero					
PACT					
Palm Community Development	X				X
Parks and Recreation	X		X		X
Planned Parenthood Los Angeles	X			X	X
Planned Parenthood Ujima Teen Center		X			X
Prototypes - Womens Link					
Soledad Enrichment Action					
South Health Center					
South L.A. Health Projects	X				X
SPA 6					X
St. Anne's					
St. Bridget Catholic Church					
St. John's Well Child & Family Center					
Univision Radio Los Angeles					
Ward AME Church				X	X
Watts Health Care					
White Memorial					
Whittier Rio Hondo AIDS Project					
WLCAC					
Women Alive	X	X	X		X
YWCA					
Zion Church (2nd Zion TMBC)		X		X	
<b>Totals</b>	<b>12</b>	<b>13</b>	<b>7</b>	<b>6</b>	<b>23</b>

## MSM Community Advisory Group Invitation List

Organization
AHF - AIDS Healthcare Foundation
Altamed
APAIT
APLA
Bienestar Human Services
Circus/Arena
City of Los Angeles AIDS Coordinator's Office
City of West Hollywood
HIV Epidemiology
Hollywood United Neighborhood Council
In the Meantime
JWCH
Long Beach GLC
Los Angeles Business & Professional Association
Los Angeles Gay & Lesbian Center
Midtowne Spa Inc.
Minority AIDS Project
Office of AIDS Programs & Policy
Palms Residential
Silver Lake Neighborhood Council
SPA 4 Council
TTC
Unity Fellowship Church
Van Ness Recovery House

**STATUS REPORT, SYPHILIS AND OTHER STD CONTROL EFFORTS  
ACTION PLAN**

Attachment II

<b>Task Name</b>	<b>Start Date</b>	<b>End Date</b>	<b>Status</b>	<b>Comments</b>
<b>Social Marketing Plan</b>				
Phase 1: Form Community Advisory Boards	11/13/2006	12/5/2006	First meeting of Women of Color CAB held 11/13/06. Work groups for outreach, campaign development, and HPV vaccination were organized and will convene on a regular basis starting in December 2006. MSM CAB invitations were sent out for the first meeting of this CAB, to be held 12/5/06.	First meeting for Women of Color was attended by approximately 40 representatives of CBOs serving Latina and African American women. The CAB meeting was attended by representatives of the selected media vendor, Fraser Communications, and Emmis Marketing Group, which will subcontract with Fraser for specific campaign activities (e.g., campaign-linked outreach).
Phase 2: Conduct Focus Groups	12/1/2006	Immediately following approval of the sole source agreement	Focus groups and other formative research activities (data mining, review of other campaigns, one-on-one interviews, key informant interviews) being planned with selected media vendor, Fraser Communications.	Fraser has initiated preparations for formative research in anticipation of a sole source contract with LAC. Materials for the sole source contract (Scope of Work, budget, budget justification) are being prepared by STDP and Fraser, anticipated completion of contract in December 2006.
Phase 3: Develop and Produce Campaign Materials	2/1/2007	5/1/2007	Pending formative research	
Phase 4: Implement and Monitor Social Marketing Campaigns	5/1/2007	10/1/2008	Pending formative research	
Phase 5: Evaluate Social Marketing Campaigns to Assess Impact and Make Refinements	10/1/2007	10/1/2008	Pending formative research	
<b>Case Finding and Treatment</b>				
Increase staff for case finding by 11.5 FTE	11/1/2006	1/31/2007	Duty statements and organizational charts were created and sent to DPH HR on 11/13/06.	Potential candidates will be identified via the DPH HR hiring lists, as well as through recruitment via community agencies.
Implement an STD Primary Action Team (SPAT) model consisting of a mobile, field-based unit designed to respond to emerging syphilis and other STDs among priority populations in all SPAs throughout L.A.	11/1/2006	1/31/2007	Duty statements and organizational charts were created and sent to DPH HR on 11/13/06.	Potential candidates will be identified via the DPH HR hiring lists, as well as through recruitment via community agencies.
Implement a new community-based public health investigator model utilizing community workers recruited from the affected communities.	11/1/2006	Letter of intent expected to be issued by 12/31/06	A letter of intent was developed in November 2006 to announce this opportunity with community partners.	
Expand Internet Prevention and Intervention Service for all STDs	11/1/2006	1/31/2007	Duty statement and organizational chart was created and sent to DPH HR on 11/13/06.	We have identified a potential candidate for this position.
Expand screening in County jails.	11/1/2006	1/31/2007	Duty statements and organizational charts were created and sent to DPH HR on 11/13/06.	Potential candidates will be identified via the DPH HR hiring lists, as well as through recruitment via community agencies.